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From: "Suzie Reider" <sreider@google.com>  
Cc:  
Bcc:  
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Subject: projects to knock through

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#### Research/Insights

I have attached the profile study from this past June.  
Lots of user data in here and yes - there is a PPT deck and a one sheet summary that the pods have been trained on - but I imagine need again.

As we move through staffing etc. do you want to knock out 3-4 profile studies for the key verticals: CPG, Entertainment, Tech Comm and Auto? I'd work with the same vendor (contract) who helped with this study. And have the VDs weigh in big time on key lines of inquiry that they believe will help them sell.  
Essentially I'd project manage (which means Francisca would).

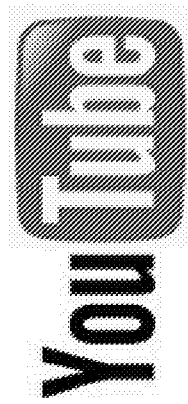
I'd like to deliver on some insights to the key verticals this Fall and they could get into some brand awareness.  
Provides great fodder/reasons for calls etc.

Let me know what you think. Not hard to do.

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#### Attachments:

YouTube User Profile Tables.xls



## YouTube Profile Study

**June 2006**

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	Age										
											65 or older
	East	45-54	55-64	older	142	183	26%	31%	35%	36%	41%
	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	142	183	26%
Total	177	76	145	365	324	334	183	142	142	183	26%
Adults 18+	1527	1527	1527	1527	1527	1527	1527	1527	1527	1527	1527
Teens 13-17	159	159	159	159	159	159	159	159	159	159	159
Male	920	920	920	920	920	920	920	920	920	920	920
Female	826	826	826	826	826	826	826	826	826	826	826
Total Answering	1746	1527	1527	1527	1527	1527	1527	1527	1527	1527	1527
Television shows	36%	34%	44%	37%	37%	36%	37%	37%	37%	36%	37%
Current events that I might have missed	37%	39%	21%	37%	37%	37%	37%	37%	37%	37%	37%
Videos that are produced by people like me	63%	63%	63%	61%	64%	64%	61%	61%	61%	61%	61%
Professionally produced video like the stuff you see on television	35%	34%	38%	35%	34%	34%	35%	35%	35%	35%	35%
Other	30%	29%	33%	28%	32%	32%	28%	28%	28%	28%	28%

select all that apply.

Region				How Often On YouTube										
			West	South	Midwest	More Than Daily		More Than Weekly/ Less Than Daily		Weekly	More Than Monthly/ Less Than Weekly		Monthly	Less Than Monthly
						Daily	Daily	Less Than Daily	Less Than Weekly		Monthly			
			423	455	413	88	107	391	348	378	167	267		
			39%	36%	33%	58%	59%	47%	40%	29%	26%	15%		
			37%	38%	35%	48%	49%	43%	40%	35%	29%	24%		
			61%	61%	66%	68%	75%	68%	67%	63%	57%	44%		
			35%	33%	33%	50%	59%	45%	34%	32%	23%	16%		
			33%	30%	29%	36%	34%	28%	26%	27%	25%	42%		